FIRST COAST NEWS

A GARNETT COMPANY

**Orders** 

Order / Rev:

698391 - 2

Alt Order #:

6226634

Product Desc:

AMERICAN CROSSROADS

Estimate:

1778

Flight Dates:

10/09/12 - 10/15/12 09/12/12 / 09/12/12

Original Date / Rev:

Order Type:

Political

WTLV-TV

Primary AE:

Billing Type: Billing Calendar:

Billing Cycle:

Jim Quinn

Sales Office:

Sales Region:

T-PHI NAT

Agency

Name:

Mentzer Media Services/ POL

**Buying Contact:** 

Billing Contact:

Do Not Mail

XX, XX XX

Broadcast

EOM/EOC

00:15:00

Cash

Agency Commission:

15%

Advertiser

Name:

Priority:

**American Crossroads** 

Demographic: **Product Codes:**  A35+

IS-Candidate/Presidential

Revenue Codes:

P-3

AGY, GEN, POL

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

10/01/12

Start Date

End Date # Spots Gross Amount Net Amount 10/15/12 82 \$38,241.50 \$44,990.00

**Totals** 

Rating Month # Spots **Gross Amount** Net Amount 82 \$44,990.00 \$38,241.50 0.00 October 2012 0.00 82 \$44,990.00 \$38,241.50 Totals

**Account Executives** 

Start Date / End Date Order % Account Executive Sales Office Sales Region Jim Quinn Start Of Order - End Of Order 100%

Order Share	Share	Total		
WTLV-TV	25%	\$44,990.00		
Market	100%	\$179,960.00		

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
WAWS	4%	\$7,198.40		
WCWJ	0%	\$0.00		
WJXT	30%	\$53,988.00		
WJXX	13%	\$23,394.80		
WTEV	28%	\$50,388.80		

Mg 33-34

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Spo	ots l	Rate Pri	Rtg Type	Spots	Amount
N 16	WTLV	10/13/12	10/13/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	S-	- :30	1 \$2	220.00P-3	0.00 NM	0	\$0.00
Spo	eek: 10/ t Ch 1 WTLV	08/12 Date Ran 10/08/12-	End Date 10/14/12 ge D -10/14/12 S	WeekdaysS- escription at 730-8p		Rate \$220.00 t/End Time 7:30p-8p	Rating 0.00	<u>Weekdays</u> Sa	Length :30	7.000	Rtg Type 0.00 NM		
N 18	WTLV	10/13/12	10/14/12	Sa-Su 6-630p Sa-Su 6-6:30pm	СМ	Sat-Sun 6p-6:	30pS	s :30	2 \$2	250.00P-3	0.00 NM	1	\$250.00
W	<u>Sta</u> eek: 10/	NAME OF TAXABLE PARTY.	End Date 10/14/12	Weekdays SS	Spots/Week 2	<u>Rate</u> \$250.00	Rating 0.00						

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1778

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spor	S	Rate Pri	Rtg Type S	Spots	Amount
N 18 WTLV	10/13/12	10/14/12	Sa-Su 6-630p Sa-Su 6-6:30pm	СМ	Sat-Sun 6p-6	:30pSS	:30	2 \$	\$250.00P-3	0.00 NM	1	\$250.00
Week: 10/ Spot Ch	08/12 Date Ran		WeekdaysSS escription a-Su 6-630p	753,401931	Rate \$250.00 /End Time Sun 6p-6:30p	Rating 0.00	<u>Weekdays</u> SaSu	Length :30	The second secon	Rtg Type 0.00 NM		
N33 WTLV	edited 10/13/12	10/13/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	S-	- :30	1 5	\$300.00P-3	0.00 NM	1	\$300.00
Sta Week: 10/		End Date 10/14/12	Weekdays	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
N34 WTLV	10/09/12	10/12/12	M-F 11a-12p First Coast Living	СМ	M-F 11a-12p	-TWTF	- :30	2	\$85.00P-3	0.00 NM	2	\$170.00
Sta Week: 10	art Date /08/12	End Date 10/14/12	Weekdays -TWTF	Spots/Week 2	<u>Rate</u> \$85.00	Rating 0.00						
										Totals	82	\$44,990.00